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Tanacetum coccineum

[Synonyms : *Chrysanthemum carneum*, *Chrysanthemum coccineum*, *Chrysanthemum coronopifolium*, *Chrysanthemum marshallii*, *Chrysanthemum roseum*, *Pyrethrum atrosanguineum*, *Pyrethrum carneum*, *Pyrethrum coccineum*, *Pyrethrum hybridum*, *Pyrethrum roseum*, *Pyrethrum roseum* var. *adamii*, *Tanacetum carneum*, *Tanacetum coccineum* subsp. *carneum*]

PERSIAN INSECT FLOWER is a perennial. Native to the Caucasus and Iran it has large daisy-like red, pink, lilac or white flowers.

It is also known as Colored marguerite, Feverfew, Garden pyrethrum, Insect flower, Insect plant, Painted daisy, Painted daisy pyrethrum, Painted lady, Pale daisy, Pale maids, Persian daisy, Persian insect powder, Persian pellitory, *Persisches Pyrethrum* (German), Pink daisy, *Punapäivänkakkara* (Finnish), Pyrethrum, Pyrethum daisy, and *Rosenkrage* (Swedish).

Coccineum means ‘scarlet’.

Today the dried flower heads are used on a commercial scale to make an insecticide.